TACTIC 1: In-District Meetings

- **Goal**: LAAC members lead meetings with other charter leaders and at least a dozen LA-area swing votes between April 15 and May 10.
- **Format**: Each LAAC member is assigned at least one legislator and a small group of non-LAC charter leaders to personally engage in joining this effort. LAAC members take lead on requesting and then conducting meeting with legislative offices. CCSA staff supports training charter school leaders on key issues and in coordinating prep work.
- **Cost**: $0
- **Potential impact**: Moderate to high, if paired with additional actions.
- **Considerations**: We consider this a must-do. This would also help increase visibility and legitimacy of LAAC and school leaders.

TACTIC 2: Grassroots Outreach

- **Goal**: Charter supporters generate 200 phone calls or letters from constituents to each of a dozen LA-area swing votes between April 15 and May 10.
- **Format**: Each LAAC member is assigned at least one legislator and a small group of non-LAC charter leaders to personally engage in joining this effort. Charter leaders take the lead on engaging their school communities. CCSA staff supports development of materials specific to legislators and training school staff.
- **Cost**: $0-$3400 (up to $200/school for food, supplies, etc.).
- **Potential Impact**: High
- **Considerations**: We consider this a must-do in some capacity. Each school's counsel may have different assessments of what can or can't do to ask families to join in the effort

TACTIC 3: Grassroots Rally / Events

- **Goal**: 1500 charter school supporters participate in a public action between May 3 and May 17 to demand that LA legislators support high-quality charter schools during the legislative session.

Format	**Option 1:** Central rally	**Option 2:** Several small rallies at district offices	**Option 3:** Both
Cost[1]	Approx. $37,500	Up to $37,500	Approx. $42,000
Considerations	• High "Wow" factor, feeling of community for participants • Single, effective location to unclear • Long transportation • May have additional permitting costs	• Reduced "wow" factor for participations. • Obvious locations • Shortest time • Requires logistics for multiple sites • Greater cost flexibility	• Best of both worlds, but significant logistics challenges. • Longest time commitment. • Multiple locations increases risk that participants drop off.
Pot. Impact	• Low	• High	• Med-High

- **Other considerations**: Weekends seem most likely to generate large family turnout and to pose fewer compliance hurdles for schools but also mean offices will be closed and media coverage is lighter, significantly reducing impact. The most logical weekend date—Saturday, May 11—falls during Mothers' Day weekend and during BD5 GOTV. The best day for impact on legislators and media coverage would be a Friday morning, especially May 10 or May 3.

---

[1] Budget assumptions: 1,500 participants at up to 12 locations = Bus rental ($650/bus x 34), food/snacks ($7.50/person x 1500), signs/supplies (up to $200/location x 12), incidentals ($100/location x 12).